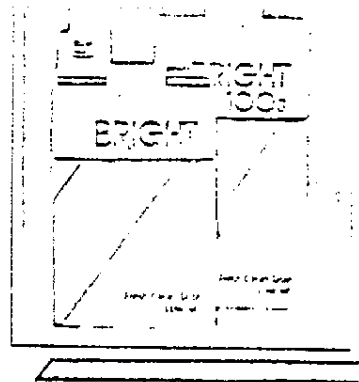


BRIGHT

A fresh new taste experience.



DIRECT ACCOUNT FACT SHEET

RJR R.J. Reynolds Tobacco Company
Winston-Salem, NC 27102

Product

BRIGHT is a totally new 85/100mm low tar cigarette (6 mg.) offering a distinctive fresh taste.

Advertising

From July through October, 1982, a massive advertising campaign will support BRIGHT through high impact billboards, magazines and newspapers - targeted towards the younger adult menthol smokers.

Promotional Support

- During July, retail sample 4's will be available in special displays.
- From July 5 through September 3, 1982, BRIGHT will be featured in permanent and temporary package displays.
- On July 25, 2.4 million BRIGHT free pack store redeemable coupons will be distributed in Sunday newspapers.
- From August 30 through September 24, 1982, a buy one get one free floor and counter display will be worked in retail stores.
- From August through October, 1982, an extensive sampling campaign will be conducted.

Introductory Discount Allowance/Distribution Incentive Program

- \$12 payment per allocated 12M case of BRIGHT 85's/100's during the introductory period from June 18 - July 16, 1982 will be deducted from invoice.
- \$12 bonus payment per case on all product ordered above the initial allocation from June 18 - July 16, 1982 based on a count/recount which will be paid by check.

Terms: 30 days, 2% cash discount, 1-1/4% anticipation allowance.

Product Information

	Case Size	Weight	Cube	UPC		
				12M Case	Carton	Pack
BRIGHT 85	12M	34 lbs.	2.52	12300-18512	12300-18513	123853
BRIGHT 100	12M	41 lbs.	2.93	12300-18612	12300-18613	123863

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